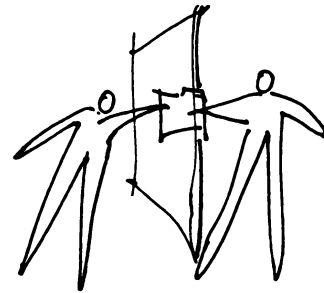


CHAPTER 1

THE MILLENNIUM

PLAN



Welcome

The City of Frisco, Texas has adopted the *Frisco Millennium Plan* as a statement of where the City envisions itself in the future (adopted 7 March 2000, Case No. Z2000-12). This *Plan* revises and updates the previous Frisco Comprehensive Plan (adopted 1991).

This is one of the most important policy documents any community can develop. It assists community leaders in evaluating future proposed developments to determine if they share the City's goals for the future. It also helps the City project service needs to support future growth, including new roads, water lines, sewer lines, public safety facilities, parks, and other important services.

It is important to draw a distinction between the *Frisco Millennium Plan* and the City's Zoning Ordinance. Where the *Frisco Millennium Plan* projects future land use patterns and roadways, the Zoning Ordinance (and Zoning District Map) outlines specific uses, building requirements, and other stipulations to develop in Frisco. Texas law requires communities with zoning to have a plan that is compatible, but not necessarily identical. This allows the *Plan* to have the necessary flexibility to evolve and change as a community grows. In general, think of the *Frisco Millennium Plan* as a guide to future growth, whereas the Zoning Ordinance is the tool that implements that guide.

The Project

In order to assist in the development of the new *Plan*, the City of Frisco retained the services of a consulting team in early 1999. The consultants worked closely with City staff, City Council, the Planning & Zoning Commissioners, and the citizens of Frisco to develop the *Plan*. A special task force – the Comprehensive Plan Advisory Committee (CPAC) – was named to work closely with the consultants and City staff throughout this process.

The project consisted of three basic components:

In general, think of the Frisco Millennium Plan as a guide to future growth, whereas the Zoning Ordinance is the tool that implements that guide.

- **Goals and Objectives**

The goals and objectives are the basis for the future *Plan*. These goals and objectives are developed through an extensive one-on-one interview process with key community leaders, residents, business interests, and other important stakeholders. The draft goals and objectives are further refined through discussions held by CPAC and through community workshops.

- **Future Land Uses**

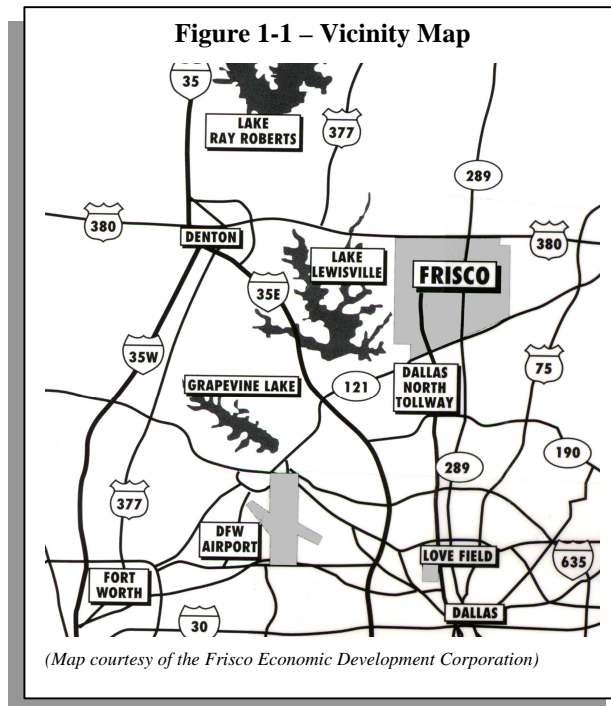
Based upon the goals and objectives, the consultant performs an opportunities and constraints analysis to determine the physical characteristics influencing or impacting future development. A series of potential “scenarios” are developed which present alternate possibilities for future growth. Through an iterative process, the scenarios are evaluated and refined to form a combined “hybrid” which represents the desired development pattern. It is that “hybrid” that is further polished into the future land use plan. Land uses such as residential (single-family, duplex, and multifamily), retail and commercial, office, industrial, open space and parks, and public uses are identified.

- **Future Thoroughfares**

In a similar fashion, the future roadway network is developed to support the desired development pattern. Land uses and thoroughfares are most successful when planned for concurrently. The future thoroughfare network includes new roadways and improvements to selected existing roadways.

Planning Area Context

Frisco is located approximately 20 miles north of downtown Dallas and is bisected between Collin and Denton Counties. It is surrounded by the communities of Plano (south), McKinney and Allen (east), Little Elm and The Colony (west), and Prosper (north). Frisco is on the eastern tip of Lake Lewisville and sits on generally level ground bisected by the Preston Ridge (running generally north to south through the center of Frisco). Figure 1-1 (left) shows a general vicinity map for the City in relationship to the Dallas/Fort Worth Metroplex.



The City has experienced tremendous growth during the 1990s. This growth is the result of many factors, including the extension of the Dallas North Tollway, the City's proximity to the Legacy Business Park and the general healthy North Texas economy. Frisco has a very large area in which to grow – a little more than 70 square miles. For the purposes of this project, the planning area was generally considered to be SH 121 (south), FM 423 (west), US Highway 380 (north), and Custer Road (east). A small portion of the City limits are also located west of FM 423 to Lake Lewisville. (The portions of the study area that are within the incorporated limits of The Colony and McKinney are not within Frisco's jurisdiction and are not part of the *Plan*.)

History

Frisco's history has been well-documented in such various sources as the City's own web page, the previous Comprehensive Plan (1991), and most recently in the Historic Downtown Master Plan (1998). The following historical summary is an amalgamation of these sources.

Frisco's beginnings date back to the early 1800s as the North Texas region was being settled. The Shawnee Trail, established in 1838 by the Republic of Texas, provided access for pioneers from Austin to the Red River. Travelers along the Shawnee Trail (generally where Preston Road is today) included immigrants moving south into Texas and cattle drives moving north.

Towns were established along the Shawnee Trail to serve these pioneers and settlers and to establish communities along an important trade route. The thriving cattle town of *Lebanon* (now a part of Frisco) served as an assembly point for the cattle drives. The settlement of Dallas some 25 miles to the south began in 1841 by John Neely Bryan.

By 1849, railroads came to the area and effectively resulted in the development of Frisco. The Pacific Railroad Company of Missouri was granted a charter to build a rail line from St. Louis to the western boundary of Missouri. By 1869, the rail line that would become part of the Frisco line was being completed in Texas. By 1902, the rail line was completed from Denison to Carrollton through the center of what is now Frisco (the line had become a part of the Saint Louis & San Francisco railroad and became known as "Frisco").

Railroads required watering holes about every 20 to 30 miles. Since water was not as available on the higher ground along Preston Ridge, the Frisco Railroad looked 4 miles west to lower ground. There they dug *Frisco Lake* on Stewart Creek to provide water for the engines.

What would eventually become Frisco was land owned by the Blackland town site company (a subsidiary of the Frisco Railroad). The property was subdivided into lots and sold to potential settlers at an auction held in mid-February of 1902. The auction was advertised up and down the rail lines as far away as Chicago, St. Louis, and Kansas City. The sale also attracted residents and merchants from surrounding communities that had no rail access.

Businesses and residents began moving to Frisco from *Little Elm* (to the west) and from *Lebanon*, which was experiencing fewer and fewer cattle drives. With the decline of *Lebanon*, some of the houses were physically moved from Preston Road to what is now downtown Frisco. (The *T.J. Campbell* home was rolled on logs and pulled into Frisco where it now stands as a historical monument at the corner of Main and Fifth Streets. It is now home to *Randy's Steak House*.)

Frisco was first known as *Emerson* – named for Francis Emerson who owned the farm where the town site was located. The postal service refused the application for the town of Emerson because it was too similar to another existing town's name ("Emberston"). When an existing post office called *Eurida* was transferred to the new town site from a community only two miles to the northwest, it continued to operate under the name *Eurida*.



By 1904, residents selected the name *Frisco City* for their town in honor of the rail line. It was soon shortened to Frisco and the Post Office Department approved the new name.

Frisco thrived as a trade center for the surrounding farming community. By March 1908, Frisco was incorporated as a city and citizens elected their first municipal government (a mayor, four alderman, an alderman-at-large, and a town marshal). Dr. I.S. Rogers, the town's first physician, served as mayor the first three years of the City's incorporated life – today, Rogers Elementary School is named in his honor.

Land that once produced wheat, cotton, corn and feed, is now spawning new homes, residents, businesses, churches, schools, offices and parks. Water for the area that was once provided by wells is now provided by the North Texas Municipal Water District (up to 29 million gallons of water per day). Frisco currently uses less than one-third of this allocated water supply.

As a major travel mode, wagon trains have been surpassed by automobiles and trucks. Frisco is fortunate to have a toll road and major State and Federal highways. These roads and Frisco's own local streets are being widened and extended. The once-small village of Frisco has become an important edge community in the Dallas region.

Population Growth

Historical Growth

Frisco's first census (1910) showed a population of 332 residents. By 1920, the population more than doubled when the City reached 733 residents. Through the next three census counts, the City's population remained relatively stable. Growth skyrocketed in the 1960 count when the population surged to 1,184 (a growth of 60%). Slow but steady growth continued, bringing the total to 3,499 in 1980 and 6,138 in 1990. Since 1990, Frisco's population grew an incredible 327% to an estimated 26,200 people (North Central Texas Council of Governments, 1999 population estimate).

Projected Population Growth

The North Central Texas Council of Governments (NCTCOG) regularly publishes population summaries and projections for the region. In NCTCOG's "1999 Population Estimates", Frisco was cited as the fastest growing community. NCTCOG cites many of the communities along the SH 121 corridor as among the fastest-growing areas in the region, including Frisco, Allen, McKinney, Lewisville, Coppell, Flower Mound, Southlake, and Corinth.

At roughly the same time, the US Census Bureau released the list of most rapidly growing US cities. Frisco was ranked as the second-fastest growing community in the nation (of cities in the 10,000 to 50,000 population range).

Projecting future population for Frisco is directly dependent on the density of development that is achieved.



Chapter 1

While there are multiple methods to project population (cohort-survival, land holding capacity, etc.), *there is no known method that will accurately predict future population*. Community growth is as much a factor of economic development, political issues, development patterns in adjacent communities, regional travel-times, etc. The *Frisco Millennium Plan* will therefore consider a range of population growth potentials.

Frisco's recent growth period yielded a 327% growth rate from 1990 to 1999, or an annual average growth rate of 36%. With only a small portion of its area developed, Frisco has much more room to grow. A range of low, medium, and high annual growth rates are projected for Frisco in this *Plan*.

Table 1-1 – Population Projections

<i>Year</i>	<i>Census Count</i>	<i>Projections</i>		
		<i>Low</i>	<i>Medium</i>	<i>High</i>
1940	670	---	---	---
1950	736	---	---	---
1960	1,184	---	---	---
1970	1,845	---	---	---
1980	3,499	---	---	---
1990	6,138	---	---	---
1999 (estimate)	---	26,200	26,200	26,200
2000	---	28,000	29,000	30,000
2005	---	45,000	65,000	70,000
2010	---	100,000	125,000	150,000
2015	---	147,000	187,500	230,000
2020	---	200,000	250,000	300,000

To the extent that annual population growth can be monitored, it may be necessary to revise these projections every few years as Frisco grows. If actual experienced growth rates are above or below the projected ranges, the twenty-year population may be re-projected using the most recent data available.

The population that Frisco reaches will ultimately depend upon the City's ability to serve it with adequate infrastructure and other municipal services. Other fast-growing communities have been forced to curtail development temporarily while the infrastructure capacity "catches up". This is **not** a desirable scenario for the City.

While the *Frisco Millennium Plan* projects a 2020 population of 200,000 to 300,000 persons, it is imperative that the projection be consistently updated. No one can guarantee the precision of a twenty-year population projection, so it is advised that the City regularly maintain a 5 and 10-year population projection based upon the most current data available.



Public Involvement

Any plan of this nature has its roots in the community. The *Frisco Millennium Plan* influences the lives of current and future residents and businesses. The planning process must make all reasonable efforts to inform the community and invite their participation. The *Plan* involved the public in numerous ways:

- **Communitywide Mailing**

As the project was beginning, the City distributed postcard notices to every property owner of record within the City and the extraterritorial jurisdiction (ETJ) – over 10,500 notices in all. Addresses were compiled from tax appraisal records. Notices included contact information to receive additional details regarding the *Plan*.

- **Electronic Newsletter**

City staff maintained an e-mail database of several hundred names. Once every two weeks (or as needed), an e-mail newsletter was distributed to the recipients to provide project updates and information. The electronic newsletter was one of the most cost-effective means of disseminating information quickly and efficiently.

- **Stakeholder Interviews**

Prior to performing any physical planning, the consultants and City staff met with approximately 40 individuals in one-on-one and small group interviews. These stakeholders represented a variety of interests in Frisco, including elected and appointed officials, residents, business leaders, other governmental representatives (County, school district, etc.), utility companies, churches, developers, and other similar interests.

- **Comprehensive Plan Advisory Committee (CPAC)**

As previously mentioned, the CPAC was convened to work with City staff and the consultants in the development of the *Frisco Millennium Plan*. CPAC consisted of approximately 23 members representing residents, businesses, non-profit agencies, and other interested stakeholders. CPAC also had two representatives of the P&Z Commission in order to maintain good communication with the Commission. CPAC meetings were conducted on a monthly basis throughout the project and were open to the general public, and was also videotaped for cablecast on the local public-access channel (tapes were also available for loan from the City Library).

- **Community Workshops**

At key intervals, community workshops were convened in various locales throughout the City. These workshops were more in the nature of an interactive charrette, not a public hearing. The intent was to show progress and gather general input so that the community could view the *Frisco Millennium Plan* being created in front of them. These workshops were also videotaped for cablecast and loan.

- **Council/P&Z Updates**

The consultants made periodic briefing presentations to the City Council and the P&Z Commission as part of their regular agenda. This was for the purpose of keeping elected and appointed officials up-to-date regarding the *Frisco Millennium Plan* and to solicit their input before interim/final decisions were required.



- **Internet Distribution**

As a part of the City of Frisco's web site, information regarding the *Frisco Millennium Plan* was continually updated and posted through the process. Questions and comments were taken via e-mail from the website (with those names being added to the e-mail database for the electronic newsletter). Internet "distribution" of project information eliminated traditional publication costs associated with color or black-and-white copying and postage.

- **Newspaper Articles**

The City staff and consultants contributed articles to various local newspapers including the locally-produced *Frisco Style* magazine and *Frisco Enterprise* newspaper, the *Dallas Morning News*, and the *Dallas Business Journal*, among other publications.

- **Posted Notices**

During the project, notices were distributed and posted throughout the community in both English and Spanish. Notices were posted at City buildings, distributed electronically, and were posted in area churches and houses of worship.

During the course of the study, over 110 meetings, interviews, workshops, and presentations were conducted, involving over 3,000 participants. City staff also sent out thousands of electronic newsletters to several hundred recipients. Over 10,500 postcard notices were also distributed to all owners of Frisco property. These notices were distributed in the immediate area, with some being sent across the country and internationally. In addition, the latest versions of the Draft Plan were posted on the City's Web page for viewing and were also e-mailed to all interested individuals.

